

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### **Wilco Machine & Fab, Inc.**

Oklahoma Manufacturing Alliance

#### **Wilco Grows Business through ExporTech**

##### **Client Profile:**

Wilco Machine & Fab, Inc., manufactures fabricated and machined equipment, products, and tools for the energy industry. Wilco is a provider of American Society of Mechanical Engineers (ASME) vessels and tanks as well as bulk material handling equipment, energy services equipment, and machined products and tools. The company employs 219 people at its facility in Marlow, Oklahoma.

##### **Situation:**

At a time when U.S. domestic markets were performing poorly and offered little or no opportunity for growth, Wilco was searching for new ways to expand its business. Wilco Vice President Anthony Chandler had worked with Bill Cunningham, a manufacturing extension agent with the Oklahoma Manufacturing Alliance (The Alliance), a NIST MEP network affiliate, on many projects and decided to turn to Cunningham for help.

##### **Solution:**

Cunningham suggested that Wilco adopt ExporTech, a training program offered through The Alliance. The program offers detailed guidance on the variety of elements critical to understand for executing an exporting program, from banking and financing to freight forwarding, licensing, and strategy. Through the ExporTech program, Wilco produced a comprehensive and detailed plan for expanding its foreign markets. As a result of The Alliance's assistance, Wilco has visited the Middle East to establish relationships and gauge the competition, has met with private as well as state-owned oil companies; is in negotiations for a joint venture in Brazil, and is scouting locations in the Middle East and Africa for manufacturing products in those regions.

##### **Results:**

- \* Increased total revenue by 60 percent.
- \* Increased export revenue by 600 percent.

##### **Testimonial:**

"ExporTech has given us the logistical knowledge and information so we can be very successful."

Anthony Chandler, Vice President